

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1364023

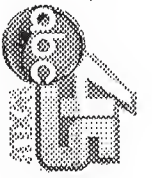
Schedule Dates	10/23/12-10/29/12	Date Entered	08/28/12
Advertiser	Obama for America (30051)	Last Modified	08/28/12
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Lisa Carter
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	OBAMA FOR AMERICA (187386)	Headline #	ECR09797205
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Bassett, Laura	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1537	Commission	\$961.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$5,448.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	OBAMA FOR AMERICA JONATHAN VITTI		

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2012	52	\$5,420.00
Nov. 2012	6	\$990.00
Grand Total:	58	\$6,410.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (3)	10/27/12-10/27/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/28/12
2.0	Normal Line / SPOT (6)	10/28/12-10/28/12	3	:30	10:58-40A- ABC-This Week								1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/28/12
3.0	Normal Line / News (12)	10/28/12-10/28/12	3	:30	6:28-45P- ABC-World News Sunday								1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
4.0	Normal Line / Prime (15)	10/29/12-10/29/12	2	:30	7:57-56P- ABC-Dancing With The Stars (Monday)		1							1	\$800.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS 8/28/12 15	8/28/12
5.0	Normal Line / Prime (23)	10/26/12-10/26/12	3	:30	10P- ABC-20/20 (Friday)					1				1	\$280.00	\$280.00	Greensboro (WXLV)	20 / 20	8/28/12
6.0	Normal Line / News (1)	10/23/12-10/26/12	3	:30	6:28-50A- News-News 14 Carolina on ABC 45 at 630am			X	X	X	X			3	\$40.00	\$120.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
7.0	Normal Line / SPOT (2)	10/23/12-10/29/12	3	:30	7A- ABC-Good Morning America		2	2	2	2	1			9	\$25.00	\$225.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12
8.0	Normal Line / SPOT (4)	10/23/12-10/26/12	3	:30	10:58-25A- ABC-The View			X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	VIEW	8/28/12
9.0	Normal Line / SPOT (5)	10/23/12-10/26/12	3	:30	12P- 1P (EST)			X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
10.0	Normal Line / SPOT (7)	10/23/12-10/26/12	3	:30	3P- Anderson Cooper			X	X	X	X			3	\$50.00	\$150.00	Greensboro (WXLV)	ANDERSON COOPER	8/28/12
11.0	Normal Line / SPOT (8)	10/23/12-10/26/12	3	:30	5P- Ricki Lake			X	X	X	X			3	\$25.00	\$75.00	Greensboro (WXLV)	RICKI LAKE	8/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1364023

Schedule Dates 10/23/12-10/29/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1537
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI

Date Entered 08/28/12
Last Modified 08/28/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09797205
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$961.50
Net Total \$5,448.50
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2012	52	\$5,420.00
Nov. 2012	6	\$990.00
Grand Total:	58	\$6,410.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News (9)	10/23/12-10/29/12	3	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	1	1	1	1	1			5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
13.0	Normal Line / News (10)	10/23/12-10/29/12	3	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			5	\$55.00	\$275.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
14.0	Normal Line / SPOT (13)	10/23/12-10/26/12	3	:30	7P- Family Feud	2	X	X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
15.0	Normal Line / SPOT (14)	10/23/12-10/26/12	5	:30	7P-7:57P (EST)	2	X	X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
16.0	Normal Line / Prime (17)	10/23/12-10/23/12	2	:30	7:57-56P- ABC-Dancing With The Stars (Tuesday)	1	1							1	\$900.00	\$900.00	Greensboro (WXLV)	DANCING W/T STARS RESULTS	8/28/12
17.0	Normal Line / Prime (19)	10/23/12-10/23/12	3	:30	10P- ABC-Private Practice (Tuesday)	1	1							1	\$705.00	\$705.00	Greensboro (WXLV)	PRIVATE PRACTICE	8/28/12
18.0	Normal Line / News (25)	10/23/12-10/29/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
19.0	Normal Line / SPOT (26)	10/23/12-10/26/12	3	:30	11:35P- ABC-Nightline	1	1	1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/28/12
20.0	Normal Line / SPOT (27)	10/23/12-10/26/12	3	:30	12:02:05A- ABC-Jimmy Kimmel Live	3	X	X	X	X	X			3	\$5.00	\$15.00	Greensboro (WXLV)	JIMMY KIMMEL	8/28/12
21.0	Normal Line / Prime (22)	10/25/12-10/25/12	3	:30	9P- ABC-Greys Anatomy (Thursday)	1			1					1	\$1,885.00	\$1,885.00	Greensboro (WXLV)	GREY'S ANATOMY	8/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Michael Burns

8/31/12

Rep Order# 9797205 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:02 PM
Last Received: 08/17/2012 2:29 PM
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM

Advertiser () POLITICAL

Product OBAMA FOR AMERICA

Estimate# 1537

Buyer Laura Bassett

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1537

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () JONATHAN VITTI

Salesperson Phone# 202-955-5342

Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 10/23. TOTAL \$6915

PLS CF - CHRISTINA FOR JON

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product OBAMA FOR AMERICA
 Estimate# 1537
 Buyer Laura Bassett
 Phone#
 Fax#
 Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1537
 Flight Dates 10/23/2012 - 10/29/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	10/23-10/29	630A-7A	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
2	TU-F,M	10/23-10/29	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	9	1	9	\$225.00
3	SA	10/27-10/27	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	TU-F,M	10/23-10/29	11A-12P	VIEW	.30	\$20.00	3	1	3	\$60.00
5	TU-F,M	10/23-10/29	12P-1P	MILLIONAIRE	.30	\$20.00	3	1	3	\$60.00
6	SU	10/28-10/28	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
7	TU-F,M	10/23-10/29	3P-4P	RICKI LAKE Anderson	.30	\$50.00	3	1	3	\$150.00
8	TU-F,M	10/23-10/29	5P-6P	DOCTORS A. Burke	.30	\$25.00	3	1	3	\$75.00
9	TU-F,M	10/23-10/29	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
10	TU-F,M	10/23-10/29	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
11	SA	10/27-10/27	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
12	SU	10/28-10/28	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
13	TU-F,M	10/23-10/29	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00

Station WXLV-TV GREENSBORO/W.SALEM Agency () GMMB Rep Firm () WASHINGTON
 Advertiser () POLITICAL 3050 K ST NW Sales Office () JONATHAN VITTI
 Product OBAMA FOR AMERICA WASHINGTON, DC 20007 Salesperson ()
 Estimate# 1537 Agency C/P1/P2/E 95/101/1537 Salesperson Phone# 202-955-5342
 Buyer Laura Bassett Flight Dates 10/23/2012 - 10/29/2012 Salesperson FAX#
 Phone# Hiatus Weeks
 Fax#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	TU-F,M	10/23-10/29	7P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
15	M	10/29-10/29	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
17	TU	10/23-10/23	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
19	TU	10/23-10/23	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
22	TH	10/25-10/25	9P-10P	GREY'S ANATOMY	.30	\$1,885.00	1	1	1	\$1,885.00
23	F	10/26-10/26	10P-11P	20 / 20	.30	\$280.00	1	1	1	\$280.00
25	TU-F,M	10/23-10/29	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
26	TU-F,M	10/23-10/29	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
27	TU-F,M	10/23-10/29	12A-1A	JIMMY KIMMEL	.30	\$5.00	3	1	3	\$15.00
28	SA	10/27-10/27	12P-330P	ABC COLLEGE FOOTBALL	.30	\$400.00	1	1	1	\$400.00

REPORT TOTALS
 Report Totals. 62 / \$6,915.00

SALES MONTHLY TOTALS
 Oct 12. 49 / \$5,750.00 Nov 12. 13 / \$1,165.00
 Sales Totals. 62 / \$6,915.00
 Station Totals. 62 / \$6,915.00

505

Rep Order# 9797205 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:02 PM
Last Received: 08/17/2012 2:29 PM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals

\$86,438

CABL 0%
WGHP 28%

UNKN 0%
WMYV 3%

WEXX 0%
WUPN 0%

WCMG 0%
WXII 31%

WEMT 30%
WXLV 8%

Books null
Demos RA35+